

NATIONAL CODES IN CROSS-CULTURAL COMMUNICATION

V.D. Narozhnaya

The article deals with the problems of cross-cultural communication connected with relationships of language and society. Today this aspect assumes the great importance because diversity of cultures is in the framework of contemporary civilization and they are in the constant process of interdependence and interaction. Each culture has its own language system and with the help of this system its speakers communicate not only within their native culture, but also beyond it.

Thus, in the context the paper the author focuses on the national and cultural specificity of verbal and non-verbal communication between people of different ethnic groups by means of their national codes. National code is a goldmine for interpretation of the mentality of a nation, its spiritual culture, a mark of moral principles of people.

Non-verbal means of communication have no small part in the process of cross-cultural communication. They expose national and cultural specific features of the ethnic group, trace back deep into its history, represent national customs and traditions. In the course of cross-cultural communication non-verbal means juxtapose "image" of different cultures, bearing an invariant and variant constituent part, they not only add the speech act, but also substitute the latter.

Keywords and phrases: *cross-cultural communication; cultural code / national code; national and cultural specificity; linguistic world-image; language, culture; customs; traditions; non-verbal communication.*

References

Altynsarin I. Etnograficheskie ocherki i obraztsy ustnogo tvorchestva [Ethnographic sketches and models of oral creativity]. 2-e izd. dop. Astana, Altyn kitap Publ., 2007. 166 p.

Antipov G.A., Donskikh O.A., Markovina I.Yu., Sorokin Yu.A. Tekst kak yavlenie kul'tury [Text as culture phenomenon]. Novosibirsk, Nauka Publ., 1989. 197 p.

Bromley Yu.V. Etnos i etnografiya [Ethnos and ethnography]. Moscow, Nauka Publ., 1975. 283 p.

Vezhbitskaya A. Ponimanie kul'tur cherez posredstvo klyuchevykh slov [Understanding of cultures through keywords]. Moscow, Yazyki slavyanskoy kul'tury Publ., 2001. 288 p.

Gachev G.D. Natsional'nye obrazy mira: Kurs lektsiy [National images of the world: Course of lectures]. Moscow, Akademiya Publ., 1998. 432 p.

Golubeva S.S. Proyavlenie razlichiy yazykovogo soznaniya v raznoyazychnoy mezhkul'turnoy kommunikatsii. *Rechevaya deyatel'nost'. Yazykoe soznanie. Obshchayushchiesya lichnosti* [Manifestation of differences of language consciousness in multilingual cross-cultural communication// Speech activity. Language consciousness. The communicating persons] / sb. nauchnykh trudov / pod red. E.F. Tarasova, Moscow, 2006, pp. 77–78.

Kalybekova A.A. Teoreticheskie i prikladnye osnovy narodnoy pedagogiki kazakhov [Theoretical and applied fundamentals of national pedagogics of Kazakhs]. Almaty, BAUR Publ., 2005. 200 p.

Kenzheakhmetuly S. Kazahskie narodnye traditsii i obryady [Kazakh national traditions and ceremonies]: per. s kazakh. Z.S. Kenzheakhmetovoy. Almaty, Ana tili Publ., 2000. 96 p.

Kulsarieva S.P. Traditsii i formirovanie etnicheskogo mentaliteta u kazahskikh detey [Traditions and formation of ethnic mentality at the Kazakh children]. *Obychai i obryady kazakhov v proshlom i nastoyashchem* [Customs and ceremonies of Kazakhs in the past and the present]: sb. nauch. statey. Almaty, Fylym Publ., [Almaty: Science], 200, pp. 284–294.

Markovina I.Yu., Vasil'chenko T.A. Interkul'turnye lakuny v tekste s neverbal'nym komponentom [Interkul'turnye of a lacuna in the text with a nonverbal component]. *Lakuny v yazyke i rechi* [Lacunas in language and the speech]: sb. nauch. Trudov. Blagoveshchensk, BGPU Publ., 2003, pp. 129–141.

Seydimbek A. Mir kazakhov. Etnokul'turologicheskoe pereosmyslenie [World of Kazakhs. Ethnoculturological reconsideration]: ucheb. posobie. Almaty, Rauan Publ., 2001. 576 p.

Suleymenova E.D., Shaymerdenova N.Zh., Smagulova Zh.S., Akanova D.Kh. Slovar' sotsiolingvisticheskikh terminov [Dictionary of sociolinguistic terms] / otv. red. E.D. Suleymenova. Izd. 2-e. dop. i pererab. Almaty, Kazak universiteti Publ., 2007. 330 p.

Tatubaev S.S. Zhesty kak komponent iskusstva [Gestures as art component]. Alma-Ata, Kazakhstan Publ., 1979. 112 p.

Ter-Minasova S.G. Yazyk i mezhkul'turnaya kommunikatsiya [Language and cross-cultural communication]. Moscow, MGU Publ., 2008. 368 p.

Shakhanova N. Mir traditsionnoy kul'tury kazakhov (etnograficheskie ocherki) [World of traditional culture of Kazakhs (ethnographic sketches)]. Almaty, Kazakhstan Publ., 1998. 184 p.

Erenburg I.G. Lyudi, gody, zhizn' [People, years, life]. Moscow, Astrel' Publ., 2006. 402 p.

ABOUT THE AUTHER:

Narozhnaya Valentina Dmitrievna, doctor of Philology, associate professor of Russian and literature Department

South Kazakhstan State Pedagogical University,

13, ul. Akhmet Baitursynova, Kazakhstan 160021 Shymkent,

E-mai: vdn_ru@mail.ru